

"The bottom line is that the creation of smokefree environments for indoor places is the only public health policy solution to the problem of exposure to secondhand smoke."

-Fundamentals of Clean Indoor Air Policy

TABLE OF CONTENTS

- [Welcome](#)
- [The challenge](#)
- [The literature](#)
- [What local advocates can do](#)
- [Putting it all together](#)
- [Resource spotlight](#)
- [Resources and links](#)
- [A helping hand](#)
- [Special thanks](#)
- [extra! Staff](#)

Welcome

It's exhilarating to watch as a baseball team builds momentum during players' actions are in sync and the excitement and energy of the crowd lead to victory. This kind of momentum, energy and success is no small feat, especially with local Clean Indoor Air initiatives (CIA).

In this issue of extra! we bring you and your team the tools for success with secondhand smoke—it's like spring training for CIA. We highlight the challenges you encounter in developing and implementing effective smokefree policies, the latest research about establishing CIA regulations into practical steps, a smokefree initiative from the ground up, and give you an inside glance at how Massachusetts communities used accepted best practices to build on and turn it into a home run for the state.

We know CIA policies work to lower the actual number of cigarettes smoked and effectively protect everyone from tobacco smoke. And we know that the best place to start because the industry has a much harder time taking action.

Let's swing for the fences with Clean Indoor Air in our communities and make it a winner.

*Dearell Niemeyer, MPH
Director, Tobacco Technical Assistance Consortium*

The challenge

Putting together a winning lineup for Clean Indoor Air (CIA) requires thoughtful planning, and a whole lot of pre-season preparation. In this issue, we take a quick look at three of the top challenges you may encounter along the way and a couple of things you can do to meet them.

Assessing and building support within a community

- Recruit business and community leadership for your team.
- Make it a priority to allay the fears of restaurant and bar owners that disgruntled patrons will take their business to another community.

Defining your goals and planning your tactics

- Come to a consensus and clearly define the ordinance you are supporting.
- Engage socio-economically disadvantaged communities that need the protection of CIA ordinances, and are unlikely to pass.

Implementing policy with the minimum of resistance

- Know the opposition—and expect them to throw you a curveball or two. Opponents will push for weak ordinances if stronger, more effective laws won't pass.
- Help opponents see smokefree initiatives as the will of the local population, rather than brainchild of tobacco advocates.

**“The best advocate is the one behind the scenes . . .
Clean Indoor Air is not about us, it's about them.”**

- Allyson Doyle, American Heart Association

[Back to Table of Contents](#)

The literature

Study after study points toward the strong, positive impact Clean Indoor Air (CIA) regulations have on reducing tobacco use. The Surgeon General's 2000 Report on Reducing Tobacco Use, CIA laws that prohibit smoking have been shown to persuade smokers to quit, lower the number of cigarettes that continuing smokers consume, and discourage kids from taking up the habit. **Source:** U.S. Department of Health and Human Services (HHS), *Reducing tobacco use: A report of the Surgeon General, 2000*, http://www.cdc.gov/tobacco/sgr/sgr_2000/

In light of these facts, the Task Force on Community Preventive Services **strongly recommends** smoking bans and restrictions in workplaces and public areas. **Source:** Centers for Disease Control and Prevention. *Strategies for reducing exposure to environmental tobacco smoke, increasing tobacco-use cessation, and reducing initiation in communities and health-care systems. A report of the Task Force on Community Preventive Services. MMWR 2000;49(No.RR112)* And from the basic science to the implementation stage, the literature offers abundant support and guidance for CIA initiatives:

Establish a strong, diverse coalition

- All sources indicate that building a robust local coalition and garnering local support is the key to success for CIA legislation. **Source:** *Clean Indoor Air Regulations*, http://www.cdc.gov/tobacco/sgr/sgr_2000/factsheets/factsheet_clean.htm

Anticipate and be prepared for resistance from opponents

- Chief among the tactics employed by opponents of CIA is the push for weaker laws based on “accommodation and compromise.” Although the American Society of Heating Refrigeration and Air Conditioning Engineers (ASHRAE) acknowledges that its system can remove 100 percent of smoke from the air, the tobacco industry has worked for years to influence standards for ventilation. **Source:** Bialous SA, Glantz SA. *ASHRAE Standard 62: Tobacco Industry's influence over national ventilation standards. Tobacco Control 2002 Dec;11(4):315-28.* <http://www.tobaccoscsm.ucsf.edu/pdf/Bialous-ASHRAE.pdf>
- Go straight to the source—the tobacco industry documents—to learn about opposition tactics and barriers you might encounter. **Source:** *Get the facts from ttac! – Know Your Opposition.*
- A case study from Duluth, MN suggests that framing CIA ordinances as a workplace safety issue or worker's rights strategy. Ordinances that target children and young people allow for too many loopholes in local policies. **Source:** Glantz SA. *The Duluth clean indoor air ordinance: Problems and success in fighting the tobacco industry at the local level. Am J Public Health 2003 Aug;93(8):1214-21.* <http://www.tobaccoscsm.ucsf.edu/pdf/Duluth.pdf>
- The dirty tricks of the tobacco industry also include preying on the worries of restaurant and bar owners, who fear their business will be lost to communities that do not allow smoking. According to a 2003 review, the studies that hint of dire economic consequences for businesses that do not allow smoking are:

not only poorly designed, but also tainted by association with the tobacco industry. **Source:** Scollo M, Lal A, Hylan Review of the quality of studies on the economic effects of smoke-free policies on the hospitality industry. Tobacco 12:13-20. <http://tc.bmjournals.com/cgi/content/full/11/4/DC1>

Include the populations at greatest risk from Environmental Tobacco Smoke (ETS)

- Researchers who are tracking the CIA movement in Massachusetts have identified a number of factors that make it difficult to implement policies in a community e.g., higher education and income levels, board of health funding to promote CIA, strong relationships with bordering towns. Unfortunately, these factors also tend to reinforce socioeconomic and geographic disparities in health protection in those who need the protection most, don't receive it. **Source:** Skeer M et al. Town level characteristics and smoking in Massachusetts: Are local restaurant smoking regulations fostering disparities in health protection? Am J Public Health (2):286-292.

Tell the truth about support for CIA

- The truth of the matter is it's not just tobacco control advocates who are in favor of CIA. Public opinion polls indicate that most people, smokers and non-smokers alike, support smoking bans—and that includes bar patrons! **Source:** RC et al. US adult attitudes and practices regarding smoking restrictions and child exposure to environmental tobacco changes in the social climate from 2000-2001. Pediatrics. 2003 Jul;112(1 Pt 1):e55-60 <http://pediatrics.aappublications.org/cgi/content/full/112/1/e55>; and Tang H et al. Changes of attitudes and patron response to a smoke-free bar law. Am J Public Health. 2003 Apr;93(4):611-7.

To find out how CIA policies save lives:

- Read recommendations from the Centers for Disease Control and Prevention's Task Force on Community Preventive Services: [Strategies for reducing exposure to environmental tobacco smoke, increasing tobacco use cessation, and reducing initiation in communities and health-care systems](#)
- Check out the Campaign for Tobacco-Free Kids fact sheet, [Clean Indoor Air Laws Encourage Smokers to Quit and Discourage Youth from Starting](#)

[Back to Table of Contents](#)

What local advocates can do

Your local community is in a great position to establish Clean Indoor Air ordinances and make a difference in the lives of your neighbors. Read on for concrete steps you can take in your community, and links to the best resources.

Build your team and gain support within your community

- Invite a diverse group of traditional and nontraditional partners faith-based organizations, unions, restaurant and bar owners, and other community members to be part of the discussion and the planning right from the beginning.

Get more information on these relevant resources:

- [Building and Maintaining Effective Coalitions](#) from the Health Promotion Resource Center
- [The Praxis Project's Building Diverse Community Based Coalitions](#)
- Develop a written plan. A written plan allows for role delineation—when all understand their roles, gaps in the plan are easier to identify and address.

To learn more about the steps and resources needed to implement these steps, see:

- [Action Steps](#) in CDC's Taking Action Against Secondhand Smoke toolkit
- [ANR's worksheet, Getting Started](#)

Come to a consensus and clearly define the ordinance you are supporting

- Decide before you start what your goals are and what the "deal breakers" will be.

Start with [Model Ordinances and Policies](#) developed by ANR.

Walk away from a weak law

- Evidence collected from the field and captured in the ANR database clearly indicates that a weak law won't be the bottom line—it's better to have no law than a bad law that maintains the social acceptability of smoking, while giving the impression that the law has helped patrons and workers. Examples include red light/green light laws sign on the door, whether smoking is allowed or not; hours provision exp., after 9 p.m.; minors only; and ventilation as an alternative.

Take a look at these great resources:

- [ANR's web pages on Ventilation](#) or [Red/Green Light Laws](#)
- [See a "Not-to-Do" List in ttac's Clean Indoor Air Ordinances: Why Work on Clean Indoor Air Policy?](#)
- [Take a look at "Best Practices: Policy Elements" in Fundamentals of Clean Indoor Air Policy](#)
- [ANR's fact sheet on the Provisions of Smoke-free Air Laws](#)

Know your facts and be ready to share information

- Survey your community to measure support for CIA.
- [Visit Tobacco Scam](#) for the straight story on the economic impact of CIA ordinances on the hospitality industry.
- If funds are available, enlist a public relations firm in telling your story. If not, establish relationships with local media for earned media exposure.

For sample public opinion and restaurant surveys, see [Minnesota Smoke-Free Coalition's Sample Polls](#)

For media strategies, take a look at: [Minnesota Smoke-Free Coalition's Working with the Media](#)

Learn how to engage with communities of color and unions in CIA

- Participate in an upcoming training hosted by The Praxis Project: [Web and TeleConference Series](#). For a complete list of trainings go to the [Learning Circle](#).
- [Check ANR's Web site](#) for a new resource, Smoke-free Air is a Unions Issue, on working with unions.

Make it easier for businesses to accept and implement CIA policy

- Develop materials that explain the policy to workers and patrons.
- Visit affected businesses to explain the ordinance.

Check out these guides from [New York City](#) and [California](#)

For tips, see [BREATH's Meeting with Bar Owners - Building Relationships](#)

Review best practices for a community CIA campaign

Developed by Americans for Nonsmokers' Rights in cooperation with Campaign for Tobacco-Free Kids, the American Cancer Society, the American Lung Association, the American Heart Association, and SmokeLess States, [Fundamentals of Clean Indoor Air Policy](#) through:

- Developing a local ordinance, the pitfalls of defining your goals, and alerts you to possible resistance.
- Carrying out a local CIA campaign, with an emphasis on the importance of planning and pacing, and demonstrating how to avoid compromising your goals.

Get the facts from *ttac!*

It's important to know who your opponents are when you're trying to go smokefree. Link to [Know Your Opposition](#), a fact sheet from *ttac!* to help you search the tobacco industry documents and other sources to understand ways that Big Tobacco tries to undermine your efforts.

[Back to Table of Contents](#)

Putting it all together

Leveling the local playing field

We want to share a success story with you . . . read on to find out how communities in Massachusetts put together a winning strategy for steamrolling toward a statewide CIA law.

Public health officials in Cambridge and Boston thought first of pushing for a statewide ban, but they believed the timing was wrong. Instead, they came up with the idea of a regional approach . . . *Clean Air Works*.

Clean Air Works was born when 19 adjoining communities around Cambridge and Boston came together with a common goal: to "protect all workers from exposure to environmental tobacco smoke through educating communities about the dangers of secondhand smoke and securing smokefree workplaces" (*Cambridge Public Health Department*).

Picking the team

Before moving forward, they did their homework: they:

- **Surveyed the public** in Boston to ascertain that the majority would, in fact, support smokefree ordinances. The survey was conducted through Tobacco Free Massachusetts: The Massachusetts Coalition for a Healthy Future. For more information about the survey instrument used by *Clean Air Works*, contact Allyson Doyle at Allyson.Doyle@heart.org.
- **Invited a broad variety of businesses and organizations to partner with them in the planning phase**—all traditional partners such as the Massachusetts Association of Health Boards, the American Heart Association, and the American Cancer Society, as well as non-traditional partners such as unions and restaurant and bar workers.
- **Agreed on a model regulation**—100% smokefree workplaces with certain specific exceptions for private homes, private tobacco stores, and cigar bars.

Practicing the skills

With a plan in place, they:

- **Educated the public** about what second hand smoke does to workers, especially restaurant and bar workers.

- **Launched a print ad campaign** sharing information about environmental tobacco smoke, with a carefully developed campaign.
- **Met informally with business owners, held public hearings, and testified at Board of Health and City Council and in the media** in support of the initiative during the next year.
- **Invited bartenders and wait staff to tell their stories** in support of Clean Air Works at these meetings. For more about *Clean Air Works* media and public relations materials, contact Allyson Doyle at Allyson.Doyle@heart.org.

Playing the championship game

By June of 2003, 15 of the 19 Clean Air Works communities had passed ordinances requiring 100% smokefree workplaces momentum throughout the state.

- **Two new Clean Air Works campaigns took form in the western and northern regions of the state, inspiring success of the Boston area.** As a result, 97 communities in Massachusetts currently have smokefree workplaces statewide law that will make all workplaces in Massachusetts smokefree now seems imminent.
- **The Boston Public Health Commission's (BPHC) Tobacco Control Program developed an extensive implementation and public awareness campaign coined "Smoke-free Boston...Breathe It In"** to assist workplaces affected as well as owners of restaurants and bars and the public. For more information about the implementation plan developed contact JoAnn Landers at JoAnn_landers@bphc.org.

The winning equipment

Keys to the Success of *Clean Air Works*:

- **The regional approach**—if all the communities around you are going smokefree, this "levels the field," and takes argument right off the table.
- **The secondary role of tobacco control advocates in Clean Air Works**—it belonged to the public health department coalition. Tobacco control advocates played a supporting role, providing technical support, and enabling others to contribute.
- **Involving a diverse set of stakeholders in the planning process from the beginning**, so that they have ownership initiative and their needs are met by the plan.
- **Basing messages on the rights of workers and keeping it positive.** Messages that are based on diners or children only venues are out.
- **Strong support of the mayor and the participation of restaurant and bar workers in the campaign.** This came from the tobacco industry. Although tobacco lobbyists were present at meetings, they were not fighting.
- **Presence in Massachusetts of an integrated cessation network, "Quitworks."** This public/private partnership care plans and health care providers is linked to the statewide quitline. Partnering around cessation was a good way with the unions in Massachusetts.
- **Support of labor unions.** Because unions have a strong focus on the health of their members, they are a natural smokefree initiatives.
- **1-size fits all message/varying timelines.** Although all the communities in Clean Air Works agreed on the same community worked on its own timeline.

[Back to Table of Contents](#)

Resource spotlight

This issue of *extra!* features [Tobacco Scam](#)—an exceptional tool designed to educate tobacco control advocates and membership industry about the benefits of CIA ordinances AND the tobacco industry arguments against them.

Read on for just a few of the great resources you can find at this site . . .

Understand the Issue:

- [Get the facts about the harmful effects of secondhand smoke.](#)
- [Search ANR's Local Ordinance Database to find 100% smokefree ordinances in your state.](#)
- [See the polls that show support of smokefree ordinances.](#)
- [Learn how to tell a good from bad economic study.](#)

Uncover the Tobacco Industry Tactics:

- [Front Groups: Who is the industry hiding behind?](#)
- [Ventilation and Accommodation: The industry has sold restaurants technology that does not protect customers and](#)
- [Cooking the Books: The industry supports fuzzy science to claim dire economic consequences from smokefree regu](#)

Don't Miss:

- [In the News: Selection of news stories from around the country about clean indoor air and hospitality issues.](#)
- [The Ads: Tobacco Scam's ads that can be run in hospitality trade publications in your community.](#)
- [Resource Library: Full-text articles and research on economic studies, ventilation, secondhand smoke, tobacco indu more!](#)

This comprehensive resource is brought to you by Stan Glantz at the University of California, San Francisco and supported by grants from the Robert Wood Johnson Foundation and the Richard and Rhoda Goldman Fund.

[Back to Table of Contents](#)

Resources and links

"If your community is ready to go smokefree, there is more assistance available now than ever before"
- Bronson Frick, Americans for Nonsmokers' Rights

- [Clean Indoor Air basics](#)
- [Toolkits, sample materials, and case studies](#)
- [Community mobilization and coalition building](#)
- [Hospitality industry issues](#)
- [Priority populations](#)
- [Tobacco industry tactics](#)

Clean Indoor Air basics

[Americans for Nonsmokers' Rights \(ANR\)](#)

ANR's Web site is a comprehensive resource on issues related to CIA, including effects of secondhand smoke, policymaking tactics. The site includes tips and tools for advocates including model policies, smokefree ordinances lists, and a searchable database.

[Clean Indoor Air Ordinances: Why Work on Clean Indoor Air Policy?](#)

This guide provides tips on building support for ordinances and suggestions on policy development, including common pitfalls.

[Fundamentals of Clean Indoor Air Policy](#)

These recommended guiding principles for conducting effective local CIA campaigns are based on the experiences of local advocates throughout the United States over many years.

[**Guide to Community Preventive Services: Tobacco**](#)

Read the Task Force on Community Preventive Services recommendations based on a systematic review of published studies of smoking bans and restrictions.

[**Local ETS Discussion List \(localets-talk\)**](#)

This private list-serve for advocates working to pass local CIA ordinances is an excellent source of breaking news and a forum for information and strategies.

[**Primer on Clean Indoor Air Ordinances**](#)

This guide provides an overview on the research behind the impact and popularity of CIA ordinances, details on opposition resources.

[Back to "Resources and links" Menu](#)

Toolkits, sample materials, and case studies

[**Minnesota Smoke-Free Coalition: Secondhand Smoke**](#)

This Web site provides a range of tools for communities, including sample assessments and polls, tips on coalition building, advocacy, and background on opposition tactics.

[**California Lessons in Clean Indoor Air: A Compilation of Campaign Stories, Implementation Tools, and Compliance**](#)

This guide compiles lessons learned and tips from local CIA campaigns in California. It includes stories on policy development, implementation, and compliance.

[**Taking Action against Secondhand Smoke: An Online Toolkit**](#)

The Centers for Disease Control and Prevention's Office on Smoking and Health prepared this secondhand smoke online toolkit for places, workplaces and the home. The toolkit brings together resources developed by tobacco control organizations around the health effects of secondhand smoke, coalition building, community assessment, and material development.

[**Tobacco-Free Michigan Clean Indoor Air Regulation Toolkit**](#)

This toolkit brings together sample materials used in Michigan communities. It includes tools for community and coalition building, strategic planning, working with the media, and sample opinion surveys.

[Back to "Resources and links" Menu](#)

Community mobilization and coalition building

[**Center for Civic Partnerships: Tips, Tools and Resources**](#)

Find tips and links to additional resources on a number of community building issues, such as building and maintaining coalitions, community organizing, and facilitation.

[**Community Tool Box**](#)

The Tool Box provides over 6,000 pages of practical skill-building information on over 250 different topics on promoting community building and development.

[**The Learning Center**](#)

The Learning Center is a set of online learning modules for community tobacco control staff and volunteers. The current modules cover building coalitions, policy advocacy, and media advocacy, and provide an overview of each with steps, and links to related web sites.

[**The Praxis Project**](#)

Check out the Praxis Project Web site for tools on community building and information on upcoming trainings on community building networks.

[**Reaching Higher Ground: A Guide for Preventing, Preparing for, and Transforming Conflict for Tobacco Control**](#)

Watch the [**ttac Web site**](#) for this forthcoming guide that will provide practical advice for working in coalitions and partnerships.

real problems, while strengthening relationships.

[Back to "Resources and links" Menu](#)

Hospitality industry issues

[Economic Impact of Smoke-free Policies on Restaurants and Bars](#)

This PowerPoint Presentation by Andrew Hyland at Roswell Park outlines the issues surrounding economic impact studies a review of the literature.

[Strange Bedfellows: The History of Collaboration between the Massachusetts Restaurant Association and the](#)

Ritch WA, Begay ME. *American Journal of Public Health* 2001;91(4):598-603.

This article examines the historical relationship between the tobacco industry and the Massachusetts Restaurant Association trade association aligned with the food and beverage industry.

[Summary of Studies Assessing the Impact of Smoking Restrictions on the Hospitality Industry](#)

This chart prepared by VicHealth Centre for Tobacco Control in Melbourne, Australia summarizes the findings of a large number of studies that analyzed the economic impact of CIA laws on the hospitality industry. The chart indicates whether the studies were peer reviewed or not, and whether they were financed by the tobacco industry. See also accompanying [Tobacco Control](#) article.

[Tobacco Industry Manipulation of the Hospitality Industry to Maintain Smoking in Public Places](#)

Dearlove JV, Bialous SA, Glantz SA. *Tobacco Control* 2002;11:94-104

This article describes how the tobacco industry used the "accommodation" message to mount an aggressive and effective campaign to recruit hospitality associations to serve as the tobacco industry's surrogate in fighting against smokefree environments.

[Tobacco Scam](#)

Read about this comprehensive resource for the hospitality industry in the Resource Spotlight [[hyperlink to Resource Spotlight](#)]

[What to Look for in an Economic Impact Study](#)

This ANR fact sheet outlines questions to consider in assessing the validity of a study on the economic impact of CIA ordinances.

[Back to "Resources and links" Menu](#)

Priority populations

[Are Jurisdictions with Significant Concentrations of Communities of Color More or Less Likely to Have Tobacco Ordinances?](#)

To explore disparities in health protection, this Praxis Project study examined the racial and ethnic composition of the jurisdictions included in the ANR's Local Tobacco Control Ordinance Database.

[Clean Indoor Air and Communities of Color: Challenges and Opportunities](#)

This article by the Praxis Project examines issues related to CIA and communities of color to explore the various factors that influence community involvement, or lack of involvement, with local tobacco control policy making activity.

[Engaging the Latino/Hispanic Community in Clean Indoor Air Campaigns](#)

This ANR fact sheet provides facts on secondhand smoke specific to the Latino community to assist in the development of a competent smokefree air coalition, public education campaign, and supporting materials.

[Mobilizing A Low-Income African-American Community around Tobacco Control: A Force Field Analysis](#)

Ellis GA, Reed DF, Scheider H. *Health Education Quarterly* 1995;22(4):443-57.

This article describes the process undertaken by a county health department to mobilize a low-income African American community in the San Francisco Bay Area city to support a local ordinance mandating 100% smokefree workplaces and restaurants.

[Moving Toward Health: Achieving Parity through Tobacco Control for All Communities](#)

The parity kit developed by the Task Force on Advancing Leadership and Parity in Tobacco Control for Priority Populations addresses the tobacco and health inequities faced by communities of color and other priority populations.

[Smoke-free Air is a Union Issue](#)

Check the [ANR Web site](#) for this forthcoming resource on working with unions.

[Teleconference: Getting on the Right Side of the Rights Issue: Organizing Workers and Communities of Color](#)

Mark your calendar to participate in this teleconference on strategies for organizing restaurant workers and others around

[Town-Level Characteristics and Smoking Policy Adoption in Massachusetts: Are Local Restaurant Smoking Regulations Fostering Disparities in Health Protection?](#)

Skeer M, et al. *American Journal Public Health* 2004;94(2):286-292.

This article identifies and quantifies differences in sociodemographic characteristics of communities relative to the strength of smoking regulations in Massachusetts.

[Back to "Resources and links" Menu](#)

Tobacco industry tactics

[ANR: Tobacco's Dirty Tricks](#)

This ANR resource includes details on tobacco industry strategies and front groups, highlights evidence from industry documents to the ANR Tobacco Industry Tracking Database.

[Science for Hire: A Tobacco Industry Strategy to Influence Public Opinion on Secondhand Smoke.](#)

Muggli ME, Hurt RD, Blanke DD. *Nicotine and Tobacco Research* 2003;5(3):303-14.

This review of internal tobacco company documents reveals that members of the tobacco industry and its corporate attorney international scientific consultants program to influence public opinion on secondhand smoke.

[Tobacco Industry Surveillance of Public Health Groups: The Case of STAT \(Stop Teenage Addiction to Tobacco \(Infant Formula Action Coalition\)](#)

Malone RE. *American Journal of Public Health* 2002;92(6):955-60.

The goal of this study was to reveal tobacco industry strategies for collecting information about public health groups.

Share with us your favorite resource by e-mailing: exchange@ttac.org

[Back to "Resources and links" Menu](#)

[Back to Table of Contents](#)

A helping hand

Let **ttac** help your community join together to become smokefree. Consider the following services specific to Clean Indoor Air available to you through **ttac**:

- Help strategize a firm and timely CIA initiative in your area.
- Help develop media campaigns and messages to promote CIA regulations.
- Help identify ways to work with the media to spread messages to the public about the benefits of going smokefree.
- Help identify an expert to testify at a public hearing in support of CIA policies.
- Point you to the latest information and materials on CIA and secondhand smoke issue through our extensive inventory available on the [ttac Web site](#).

ttac is committed to equipping the tobacco control community with the information and tools necessary to effectively reduce tobacco use.
[Click here for more information on how to request technical assistance from ttac.](#)

[Back to Table of Contents](#)

Special thanks

Allyson Doyle

American Heart Association
Northeast Affiliate
Allyson.Doyle@heart.org

Bronson Frick

Americans for Nonsmokers' Rights
Bronson.frick@no-smoke.org

JoAnn Landers

Boston Public Health Commission
JoAnn_landers@bphc.org

Anne Landman

American Lung Association of Colorado
Tobacco Document Research Annex
afoxland@starband.net

Cheryl Sbarra

Massachusetts Association of Health Boards
Sbarra@mahb.org

[Back to Table of Contents](#)

***extra!* Staff**

Aliki P. Weakland, MPH, MSW

Editor

Alison Sipler, MPH, CHES

Managing Editor

Madeline H. Barrow, MEd

Writer/Researcher

Samantha Helfert, MLS

Information Specialist

[Back to Table of Contents](#)

exchange extra! is a complimentary subscription for the tobacco control community.

To subscribe, send an e-mail to subscribe@ttac.org with 'subscribe' in the subject line.

To unsubscribe, send an e-mail to unsubscribe@ttac.org with 'unsubscribe' in the subject line.

Please send all feedback about ***exchange extra!*** directly to exchange@ttac.org. We appreciate your comment

The ***exchange extra!*** mailing list is managed and used exclusively by the Tobacco Technical Assistance Consortium
ttac does not sell or rent information about its constituents to any third party.

Notice: All email sent to or from the *exchange extra!* e-mail system may be retained, monitored, and/or reviewed by *tt*.